

Application for Advertising Banner

February 2020

PDA Japan Chapter

The PDA Japan Chapter is currently accepting applications for banner advertisements to be published on its website as follows: Please note that when applying, you must refer to the "Banner Advertising Guidelines for the PDA Japan Chapter".

- Publication slots

Bottom of the homepage

- Banner ad details

Banner size: 250 pixels wide x 100 pixels high

File format: GIF file / JPEG file (Flash not supported)

*Animated GIFs are supported. If the image changes when you hover over it, please specify both the normal and hovered versions.

- Publication period

The ad will be displayed for three months from the first day of publication (you can change the ad design and link destination during this period).

Application period: Applications accepted on an ongoing basis

- Banner placement fees (for a 3-month publication period)

Corporate members: 55,000 yen;

Individual members/non-members: 110,000 yen (including tax)

- Application procedure for publication

(1) Please send the banner advertisement application form and the ad copy to the secretariat of the PDA Japan Chapter via email (info.seminar@j-pda.or.jp) or by mail.

(2) After we receive the application form and the content for publication, we will ask you to review the actual layout. Once you have confirmed it, we will send an invoice to the designated contact person.

(3) As a general rule, the display of an advertisement will end on the day following the expiration of its scheduled display period.

However, this does not apply if the advertiser requests an extension.

- Payment Methods

Please make payment via bank transfer to the designated account in accordance with the invoice issued by Japan PDA.

Please note that if payment cannot be confirmed and we have not received prior notification, we may remove the banner advertisement.

- Other precautions

(1) The Board of Directors of PDA Japan will determine whether or not to accept the advertisement.

(2) Advertising fees that have already been paid are non-refundable under any circumstances.

(3) Matters not stipulated in these guidelines shall be determined by PDA Japan on a case-by-case basis as necessary.

(4) We reserve the right to discontinue the display of advertisements at any time if the advertising company significantly violates social norms or business ethics.

Application and Inquiry Contact PDA Japan Chapter Secretariat
5F, 2-26-11, Hongo, Bunkyo-ku, Tokyo 113-0033, Japan
TEL:03-5809-3464 FAX:03-5809-3481
E-mail: info.seminar@j-pda.or.jp

Banner Advertising Guidelines for the PDA Japan Chapter

1. Advertising Standards

Advertisements published by the PDA Japan Chapter must meet the following criteria:

- (1) Be fair and truthful.
- (2) Maintain public trust.
- (3) Comply with laws, regulations, and social order.
- (4) Not violate public order or morals.
- (5) Not interfere with the operations of the PDA Japan Chapter.

2. Responsibility for Content

The advertiser bears full responsibility for the content of the published advertisement. In the event that PDA Japan Chapter incurs damages as a result of the publication of information, the advertiser shall bear full responsibility, including legal and ethical liability.

3. Decision on Publication

PDA Japan Chapter reserves the right to decide whether or not to publish the material. If PDA Japan Chapter deems publication inappropriate, it may refuse to publish the material without providing a reason.

4. Implementation of Guidelines

These guidelines shall be implemented as follows:

- (1) The Secretariat of the PDA Japan Chapter is responsible for the implementation and interpretation of these guidelines.
- (2) The application of these guidelines may be changed without prior notice due to the enactment, amendment, or repeal of laws and regulations, changes in administrative interpretations, or changes in social conditions.